



06 NEED TO KNOW

Contagious Brand Ideas

We showcase the best campaigns of the quarter and explore trends, including how brands are identifying micro-moments to target consumers and how messaging apps are becoming an effective customer service channel.

34 BRAND SPOTLIGHT / WALGREENS

Modern Pharma

Chloe Markowicz explores pharmacy chain Walgreens' mission to transform itself from a glorified convenience store into a health and wellness destination.

73 FEATURE

No Competition

Some brands are creating greater cut-through and finding new sales opportunities by identifying more unusual places to market their products. Lucy Aitken investigates.

92 OPINION

Unnecessary Evil

The rapid uptake of ad blocking has been touted as one of the biggest threats to our industry. Raakhi Chotai explains why it's not – and why it's fine to leave those interruptions behind us.

18 OPINION

The Dangers Of Anti-Creativity

Creativity is under threat from the budget cutters, the short-termists and our own biases. Alex Jenkins believes we're caught in the headlights of an anti-creative juggernaut that threatens to run down entire businesses.

44 FEATURE

The Unbearable Dullness Of Innovation

It has a reputation for being radical, but innovation doesn't necessarily require moonshot thinking. Louise Potter looks at an emerging form of more down-to-earth innovation – and argues that boring can be beautiful too.

76 BRAND SPOTLIGHT / HARVEY NICHOLS

Fearless Style

Patrick Jeffrey assesses how the iconic department store is reorganising itself around a powerful new vision and redefining luxury retail in the process.

96 OPINION

Your Next Hire: The Chief Purpose Officer

The most important job role for your company doesn't even exist yet, argues Sam Conniff, founder of youth marketing agency and social enterprise Livity.

22 WILDFIRE / INTERVIEW

Daan Roosegaarde

Louise Potter speaks to the Dutch designer about why public spaces matter, how he creates projects that are just disruptive enough and why he's designing, not decorating.

48 SMALL BUT PERFECTLY FORMED

Little Brands, Big Thinkers

The disruptors, the game-changers, the finders of new markets and the upstart startups. This quarter we also get advice on how to run a business like a revolution from the punks of the alcohol sector.

86 UP AT NIGHT

Matt O'Toole, Reebok

The brand president of the sportswear company tells Dan Southern how he's engineering a fighting comeback for the brand.

98 IN THE FIELD

Bernie Hogan

The Oxford Internet Institute research fellow speaks to Emily Hare about how brands can use emoji to add nuance to their conversations and warns of the pitfalls to avoid when using the expressive icons.

26 WILDFIRE

Next-level Technology And Design

This quarter we focus on how AI is transforming multiple business sectors in very different ways. Plus, we check out the next generation of virtual reality inventions.

57 SPECIAL REPORT

Most Contagious

The Contagious team has flown high to take a drone's-eye view of the developments of the past 12 months, highlighting the biggest themes, technologies, campaigns and companies of 2015.

90 OPINION

Rescuing The Brief

In the increasingly fluid world of marketing, what becomes of our static starting point, the age-old brief? Nick Parish looks at how to bring new relevance to the creative order form.

102 PUPPET FOCUS

Abla Fahita

How a felt character went from brand mascot to entertainment icon and created a new approach to advertising along the way.

